

LADIES: You are most cordially invited to attend my opening of Spring Millinery, Friday and Saturday, April 2 and 3, 1909.

Phone 134.

MRS. LAURA JONES

## Berea and Vicinity.

GATHERED FROM A VARIETY OF SOURCES

### DR. BEST,

DENTIST

CITY PHONE 153

OFFICE OVER POST OFFICE

Use the Globe Fertilizer, it is the best.

Mr. Dan Click of Kerby Knob was a town visitor Saturday.

Mrs. J. W. Evans has been spending this week and last with friends at Conway.

B. H. Gabbard and several others from here were in Richmond Sunday afternoon to attend the burial of Hon. Curtis F. Burnam.

Miss Grace Adams returned home Wednesday from Richmond where she had been treated at the Gibson Hospital for the past two weeks.

Buy your Fertilizer from C. C. Rhodus. He sells the best.

Mr. and Mrs. Ed. Scrivner are rejoicing over the arrival of a fine boy at their home last Saturday.

We will have on display at our Millinery opening March 26-27, positively the best line of hats on the market at less than others ask. It will certainly be to your advantage to come and see.

Mrs. S. R. Baker.

Mr. A. J. Smith is having his house on Center street repaired and some new additions made to it.

Mr. W. H. Moore and Miss Etta Azbill were very quietly married last Thursday at the home of Miss Azbill's aunt, Mrs. Laura Jones.

Several of our town people attended the funeral services of Mr. J. J. Wood of Conway last Saturday.

You will find the Globe and Reads Fertilizer for sale by C. C. Rhodus.

Girls who are going home at the end of this term, come to my store and buy your new hat. I will give you 25 per cent off each hat. Come price them. I have them from 50 cent up.

Mrs. Laura Jones.

The Young Women's Christian Association met at Ladies' Hall last Saturday afternoon and elected officers for the coming year. For president, Martha Sproul; vice-president, Amy Bridgman; secretary, Nellie Coe; and treasurer, Miss Collett.

Mrs. Stella Settle and Miss Lucy Hayes of Big Hill were in town Monday on business.

The Rev. Stephen Carrier, who has been conducting revival meetings at Paint Lick, preached at the Disciples church here Monday night.

Willie Hayes who spent the latter part of last week at the home of Mr. and Mrs. J. G. Harrison returned to his home at Big Hill Monday.

Don't buy some brand of Fertilizer that you don't know anything about. Go to C. C. Rhodus and buy the Globe Fertilizer for you know it is good, it has been tried.

This means you. This means every woman in Berea, Madison and adjoining counties—you are invited to our Millinery opening March 26-27—I do not send out written invitations but invite everybody through The Citizen.

Mrs. S. R. Baker.

Mr. and Mrs. W. H. Porter and two children left Wednesday for their new home at Gadsden, Ala., where Mr. Porter will be the cashier of the new Alabama Bank and Trust Co. just established there. Both Mr. and Mrs. Porter have a large circle of friends here who are very sorry that they are going away from us. Besides the help of the up-building of the town, Mr. Porter has done faithful work as superintendent of the Baptist Sunday school for the past few years. On leaving, the Sunday school presented him a handsome umbrella to show their thanks and appreciation for the good work he had done.

Ladies I have this spring the largest stock and most stylish up-to-date hats I have ever offered you, and at such low prices, I am sure you will be delighted. Next week I will give you the date of my opening.

Mrs. Laura Jones.

FOR SALE:—Good 50 acre farm at Wallacetown on turnpike with improvements. Daily mail. Three churches, near district school. Call on or address J. S. Cade, R. R. No. 1, Paint Lick, Ky.

### ONESIMUS

The Most Profitable First-class IRON ROOFING

Wears like the kind sold 20 years ago—just as honest and sensible. (PATENT APPLIED FOR)

Guaranteed and Manufactured by H. LENGFELLNER

O. P. Jackson, a candidate for County Attorney of Madison Co., was a business visitor in town Tuesday.

U. S. Wyatt has purchased of Mr. Allen Bogie his restaurant on the corners of Main and Center streets and will continue business there.

PUBLIC SALE:—From 10 a. m. to 4 p. m. on Saturday April 3, 1909 at the corner of Main and Center sts., in Berea, Ky., I will hold a combination sale, to sell stock of any kind, or any thing the people will have there to sell. Whatever you have to dispose of have it there.

We have booked to sell three good top buggies, one good buck-board, one good set of harness, one good family horse eight years old, one break cart.

W. P. Prewitt, Auctioneer.

The many friends of "Father" Jno. Blazer were grieved to hear of his death last Monday night, caused by a slight stroke of paralysis. "Father" Blazer was a man that was loved by all who knew and came in contact with him, and in his eighty-two years of life made a great host of friends. Funeral services were held at the Parish House, Wednesday afternoon, conducted by the Rev. Dr. A. E. Thomson and he was laid to rest in the Berea cemetery. His four sons and one daughter and his many grandchildren who survive him have the sympathy of Berea people in their loss.

Miss Hattie Baugh returned last Wednesday from Red House, where she has been visiting friends and relatives for the past three weeks.

Ladies I make a specialty of hats I sell hats only. I guarantee satisfaction with every order that goes out of my store. I have for trimmer Miss Helen Jackson from Cincinnati, she comes well recommended and knows her business. Call and leave your order before the rush begins.

Mrs. Laura Jones.

Sidney Combs is moving his residence and will build a new one in its place.

W. P. Prewitt is planning to make the Saturday sales in Berea a regular thing. Farmers having things to auction off will do well to remember this and give him a call.

FOR SALE:—Small Soda Fountain in good condition. Apply to J. J. Greenleaf, Assignee, Richmond, Ky.

The annual meeting of the Law and Order League Tuesday night for the election of officers and the transaction of general business was enthusiastic, and resulted in the pledging of \$310 by those present for the prosecution of the work of the league during the coming year. It is expected that this sum will be increased to over a thousand dollars, as has been customary, but there is not much likelihood that it will be necessary to make an assessment on the pledges this year, as there is still a considerable sum in the treasury. However, it was decided that it will be best to have pledges taken so that the league will be ready for any emergency. The reports of last year officers showed that the general condition of the town had been good, and that beyond vigilant watch, there had been little for the League to do. The following officers were elected:—Pres., C. D. Lewis; Vice-pres., T. J. Osborne; Secretary, Stanley Frost; Treasurer, Floyd Kidd; Executive Committee, The Rev. Mr. Brandenburg, J. W. Stephens, Dr. A. E. Thomson, E. L. Robinson and W. D. Logsdon.

The Executive Committee of the Kentucky Press Association at the Seelbach in Louisville, Tuesday chose Estill Springs as the place for holding the midsummer meeting and June 28 was the date selected. Henderson had an invitation for the meeting but the committee was unanimous for Estill Springs. There is every indication of a record attendance and an excellent programme.

## COMING

### FOUR GREAT MUSICAL ARTISTS

Forrest Dabney, Basso Cantante  
Florence Gertrude Smith, Soprano  
Earl J. Pfouts, Violin  
Edwin M. Shonert, Piano

The above company was selected from over fifteen hundred applicants; the management of the Slayton Lyceum Bureau gives them unqualified endorsement both individually and collectively. They have appeared in the leading cities of America and won the enthusiastic praise of audiences and press. In richness and variety of program and in artistic superiority of each member this attraction will prove the best of the term. All lovers of music will not, and others cannot afford to, miss this treat.

Tickets for sale at Porter's Drug store and at the door; single admission, fifty cents. This week, Saturday night at the chapel.

### Hamilton, O., Letter

Hamilton, O., March 22.—Small-pox is reported to be in Hamilton.—About two weeks ago while a gang of men were digging a sewer ditch there was a "cave in" and two colored men were killed and one man injured.—A two weeks festival is being held at the First Church of Christ conducted by the Rev. Mr. Shelbourne of Cincinnati.—Frank Urban about 12 years old was killed here March 10th by an Ohio Electric Railway car.—Hamilton is to have natural gas. A. S. White has the contract to bring it from Cincinnati.—The Missionary circle of the First Baptist church gave a reception at the church last Thursday evening.—The annual banquet of the Miami University Association of Hamilton was held in Hamilton last Tuesday night. P. W. Hoover presided as toastmaster.—Twenty-seven students from the university of Chicago at Lexington, O., visited the shops in Hamilton.—Hamilton has taken on a boom since pretty weather began. A great many are planning to build new dwellings and grocery stores.—Will Griffin, a former student at Berea who has been laying brick in Cincinnati for two years is now in Hamilton engaged in the grocery business, with a Mr. Moren as his partner. Mr. Griffin is an energetic Christian young man.—It gives us old Berea students joy to read in The Citizen of the great revival just closed in Berea by Dr. Torrey and his associates.

### Very Serious

It is a very serious matter to ask for one medicine and have the wrong one given you. For this reason we urge you in buying to be careful to get the genuine—

### THEODORE'S BLACK-DRAUGHT Liver Medicine

The reputation of this old, reliable medicine, for constipation, indigestion and liver trouble, is firmly established. It does not irritate other medicines. It is better than others, or it would not be the favorite liver powder, with a larger sale than all others combined.

SOLD IN TOWN

## College Items

### HERE AND THERE

In view of various stories which have been told about the condition of the Chapel, it is well to state the exact facts. There has never at any time been any danger that the roof would fall in as has been stated, but some of the chords of the wooden trusses which held up the roof became warped, partly thru drying and partly thru the weight they carried, and allowed the ceiling to sag. This sag was not over three inches at any place, and was never enough to be dangerous. However, it did not look well, and make some timid people feel unsafe, so the College took measures to have the roof and ceiling made safe beyond any question. Steel trusses were sent for, and put in and the roof is now supported much as if it was a railroad bridge, and it is now strong enough so that a locomotive engine could run over it safely. There has not been any danger, but if there had, it would all be over now.

Miss Carrol Hill is being visited by her mother, Mrs. Noble Hill of Woodstock, Ill.

Mr. Jacoby writes from his home at Guthrie Center, Ia., that he arrived home safely, and sends greetings to his friends here.

Dr. Palmer is still visiting at Pres. Frost's. He has prolonged his stay because his trunk, which should have arrived last Saturday, failed to show up. Last Saturday he made another trip to the caves, being accompanied by Mr. Gamble, Mr. Marsh, Mr. C. I. Ogg and Aden Ogg.

Pres. Frost left last Friday for Philadelphia and New York. He will return about March 29.

Miss Ruth Putnam is home from Oxford University, Miami, Ohio, on a short vacation. A party was given for her at her mother's home Tuesday night.

The Library staff had their pictures taken last week.

### HOUSE AND LOT FOR SALE

On Boone street, Berea, Ky. in half mile of Berea College, six room house, drilled well near kitchen. Barn for team and cow. Lot 83x150 feet. Some fruit trees, good garden. Will sell cheap because I am too far away to look after it. Send offer. Tell how much cash you can pay down and what time you want on the balance at 8 per cent.

Address—W. D. Smith Lock Box 5, Hay Springs, Nebraska.

### HOUSE FOR SALE.

About one acre of ground, well improved with trees, outbuildings, eastern and well. House is two story, five rooms, good closets. East end of Jackson street. Can be vacated at three months notice. Write or phone to H. M. Shouse, Marksburg, Ky. Lancaster Phone, 263 Q.

FOR SALE—A second hand 60 horse power Westinghouse crank case engine. Fine for a stationary plant. Apply to Berea College.

ABOUT ADVERTISING—NO. 10

## The Man Who Retreats Before His Defeat!

By Herbert Kaufman.

Advertising isn't magic. There is no element of the black art about it. In its best and highest form it is plain talk, sane talk—selling talk. Its results are in proportion to the merit of the subject advertised and the ability with which the advertising is done.

There are two great enemies to advertising profit, and both of them are caused by ignorance of the real functions and workings of publicity.

The one is to advertise promises which will not be fulfilled, because all that advertising can do when it accomplishes most is to influence the reader of your copy to investigate your claims.

If you promise the earth and deliver the moon advertising will not pay you.

If you draw men and women to your store on pretense and fail to make good, advertising will have harmed you because it has only drawn attention to the fact that you are to be avoided.

It is as unjust to charge advertising with failure under these conditions as it would be for your neighbor to rob a bank and find yourself indicted for his misdeed. In brief, advertised dishonesty is even more profitless than unexploited deception.

The other great error in advertising is to expect more out of advertising than there is in it.

Advertising is seed which a merchant plants in the confidence of the community. He must allow time for it to grow. Every successful advertiser has to be patient. The time that it takes to arrive at results rests entirely with the ability and determination you display in the effort. But you cannot turn back when you have traveled half way and declare that the path is wrong.

You can't advertise for a week and because your store isn't crowded say it hasn't paid you. It takes a certain period to attract the attention of readers. Everybody doesn't see what you print the first time it appears. More will notice your copy the second day, a great many more at the end of a month.

You cannot expect to win the confidence of the community to the same degree that other men have obtained it without taking pretty much the same length of time that they did. But you can cut short the period between your introduction to your reader and his introduction to your counters by spending more effort in preparing your copy and displaying a greater amount of convincingness.

You mustn't act like the little girl who planted a garden and came out the next day expecting to find it in full bloom. Her father had to explain to her that plans require roots and that, although she could not see what was going on, the seeds were doing their most important work just before the flowers showed above ground.

So advertising is doing its most important work before the big results eventuate, and to abandon the money which has been invested just before results arrive is not only foolish but childish. It would be just as logical for a farmer to abandon his fields because he could not harvest his corn a week after he planted it.

Advertising does not require faith—merely common sense. If it is begun in doubt and deserted before normal results can be reasonably looked for, the fault does not lie with the newspaper or with publicity—it rests entirely upon the head of the coward who retreated before he was defeated.

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### \$1 TO CHICAGO

from Cincinnati, saved by using C. C. & L. fare of Five Dollars

During March and April special low rates are offered to California, the West and Northwest. Liberal stopovers.

On first and third Tuesdays of each month very low round trip rates are offered to the West and Northwest, with many stopovers and long limit. Information and folder free.

Address F. E. LANDMEIER, D. P. A. 3 E. Fourth St., Cincinnati, O.

FOR SALE—A good 74 acre farm 3 miles from Berea on the Wallacetown pike; good house and barn and a fine orchard, 30 acres of meadow. Eltha Bicknell, Paint Lick, Ky.

Union Lock Poultry Fence Square, close mesh. The most serviceable fence on the market for poultry yards, orchards and gardens, and at no greater cost than nothing. Write for catalog of fencing for all purposes. UNION FENCE CO., DeKalb, Ill., Kansas City, Mo.